

WHAT IS CLAIMED AND DESIRED TO BE SECURED BY LETTERS  
PATENT OF THE UNITED STATES IS:

5           1. A method of producing a rich media player on the fly,  
comprising the steps of:

          accessing a predefined template comprising a basic movie  
player having track locations and designed to operate at a  
predetermined connection speed;

10           applying a set of selected tracks to the track locations of  
said template; and

          saving the player in a place accessible when the player is  
needed to play content matching the player's connection speed.

15           2. The player according to Claim 1, wherein:

          at least one of the track locations of said template is at  
least one of a promotional track location and a track location  
that may be used as a promotional track location;

20           at least one of said selected tracks is a promotional  
track; and

          said method further comprises the steps of,

          placing said promotional track in said promotional track  
location;

receiving a page or other asset to associate with said promotional track; and

linking said promotional track with said page or other asset.

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3. The method according to Claim 2, wherein said method further comprises the steps of:

receiving a set of parameters indicating when said promotion track is to be active;

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building the players consistent with said set of parameters;

rebuilding said players to include promotional tracks when said promotional tracks have become active; and

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rebuilding said players to remove promotional tracks when said promotional tracks have become inactive.

4. The method according to Claim 3, further comprising the step of:

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checking the validity of a promotional track used in a player when the player is requested to play; and

performing said steps of re-building if the promotional track has become active or inactive.

5. The method according to Claim 3, further comprising the step of:

repeating said steps of rebuilding at a predetermined time interval.

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6. The method according to Claim 1, wherein said step of applying comprises:

applying a set of supplier selected tracks to the track locations of said template; and

10 applying a set of user/e-tailer selected tracks to the track locations of said template.

7. The method according to Claim 1, further comprising the step of:

15 receiving a request for rich media content from a content viewer;

downloading a master movie to the content viewer corresponding to the rich media content requested;

20 receiving a request from the master movie indicating rich media content matching the rich media request and a connection speed of the content viewer.

8. The method according to Claim 7, wherein said connection speed is determined by said master movie by reading a profile on a host machine used by said content viewer.

5 9. The method according to Claim 7, wherein said connection speed is determined by said master movie by performing the steps of:

10 downloading a predetermined file from a server; and  
calculating the connection speed using the file size and  
time required to download the file.

10 10. The method according to Claim 1, wherein:  
at least one of said track location is a buy button track  
location; and

15 said method further comprises the steps of,  
applying a buy button track to said buy button track  
location, and

linking a back end application configured to add an item to  
a content viewer's shopping cart to said buy button track.

20 11. A device for serving rich media content to a content  
viewer, comprising:

an application server having,

a first user interface program configured to retrieve assets and any of tracks for logos, patterns, backgrounds, control buttons, accessory links, features, bookmarks, QTVR from a supplier; and

5 a player application configured to build a player device using the supplier supplied tracks;

a web server for serving a player built by said player application; and

10 a streaming server configured to stream content requested by a content viewer to be viewed by the player built by said player application.

12. The device according to Claim 11, wherein:

15 said application server further comprises a second user interface program configured to retrieve at least one of tracks for logos, patterns, backgrounds, control buttons, accessory links, features, bookmarks from a user/e-tailer; and

said player application is further configured to build said player using user/e-tailer retrieved tracks.

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13. The device according to Claim 11, wherein:

said supplier retrieved tracks includes a promotional track and a set of at least one valid time frames for said promotional track; and

said application builder is further configured to,  
build said player with said promotional track if said  
promotion is valid at the time said player is built, and  
build said player without said promotional track if said  
5 promotion is valid at the time said player is built.

14. The device according to Claim 13, wherein said  
application server further comprises a check program that,  
periodically checks the validity of promotional tracks in  
10 players built by said player application based on said valid  
time frames corresponding to the promotional track being  
checked, and

rebuilds any players having invalid promotional tracks so  
that the re-built player promotional tracks are valid.

15. The device according to Claim 12, wherein at least one  
of the tracks retrieved from a user/e-tailer include a buy now  
track; and

said application server further comprises a back end  
20 program configured to add an item to a shopping cart on a  
user/e-tailer web site associated with a content viewer running  
a player built by said application builder;

wherein said item relates to content being viewed by the  
running player.

16. A method of producing a rich media player on the fly, comprising the steps of:

accessing a predefined template comprising a basic movie  
5 player having track locations and designed to operate a  
predetermined connection speed;

applying a set of supplier selected tracks to the track  
locations of said template;

applying a set of user/e-tailer selected tracks to the  
10 track locations of said template; and

saving the player in a place accessible when the player is  
needed to play content matching the player's connection speed;

wherein:

at least one of the track locations of said template is at  
15 least one of a promotional track location or a track location  
that may be used as a promotional track location;

at least one of said supplier and user/e-tailer selected  
tracks is a promotional track; and

said method further comprises the steps of,

20 placing said promotional track in said promotional track  
location;

receiving a page or other asset to associate with said  
promotional track; and

linking said promotional track with said page or other asset.

17. A method of producing a rich media player on the fly,  
5 comprising the steps of:

accessing a predefined template comprising a basic movie  
player having track locations and designed to operate a  
predetermined connection speed;

10 applying a set of supplier selected tracks to the track  
locations of said template;

applying a set of user/e-tailer selected tracks to the  
track locations of said template; and

saving the player in a place accessible when the player is  
needed to play content matching the player's connection speed;

15 wherein:

at least one of the track locations of said template is at  
least one of a promotional track location or a track location  
that may be used as a promotional track location;

20 at least one of said supplier and user/e-tailer selected  
tracks is a promotional track;

said method further comprises the steps of,

placing said promotional track in said promotional track  
location;



receiving a page or other asset to associate with said promotional track; and

linking said promotional track with said page or other asset.

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18. A method of producing a rich media player on the fly, comprising the steps of:

accessing a predefined template comprising a basic movie player having track locations and designed to operate a predetermined connection speed;

applying a set of supplier selected tracks to the track locations of said template;

applying a set of user/e-tailer selected tracks to the track locations of said template; and

saving the player in a place accessible when the player is needed to play content matching the player's connection speed; wherein:

at least one of the track locations of said template is at least one of a promotional track location or a track location that may be used as a promotional track location;

at least one of said supplier and user/e-tailer selected tracks is a promotional track; and

said method further comprises the steps of,

placing said promotional track in said promotional track location;

receiving a page or other asset to associate with said promotional track;

5 linking said promotional track with said page or other asset;

at least one of said track location is a buy button track location; and

said method still further comprises the steps of,  
10 applying a buy button track to said buy button track location, and

linking a back end application configured to add an item to a content viewer's shopping cart to said buy button track.

15 19. An electronic signal being any of transmitted, propagating through a medium, and received, that, when decoded from any of bit patterns, modulation, and other coding mechanisms or combinations thereof, comprises a rich media player customized for each of a supplier and e-tailer.

20 20. An electronic signal being any of transmitted, propagating through a medium, and received, that, when decoded from any of bit patterns, modulation, and other coding

mechanisms or combinations thereof, comprises a rich media player constructed according to the method of Claim 1.

5           21. An electronic signal being any of transmitted, propagating through a medium, and received, that, when decoded from any of bit patterns, modulation, and other coding mechanisms or combinations thereof, comprises a rich media player constructed according to the method of Claim 18.